ATARI COMPUTER

NEWS RELEASE

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ATARI® COMPUTER INTRODUCES THE PORTFOLIO™ PALMTOP COMPUTER:

COMPACT, COST-EFFECTIVE AND ADAPTED MS-DOS® COMMANDS

LAS VEGAS, NV (November, 1989) -- Atari Computer has given personal computing a totally new meaning with the Portfolio, the first palmtop computer to accept adapted MS-DOS software. The Portfolio provides the true go-everywhere, do-anything convenience that earlier portables and laptops originally promised, but never really delivered.

Users no longer have to decide whether or not it's "worth the trouble" to carry a portable computer because the Portfolio is small enough to fit into a suit coat pocket, purse, backpack or briefcase. In fact, the compact system is slightly smaller than a VCR tape and weighs less than one pound.

A lot of power is packed into that one pound--power that enables the Portfolio to easily meet the needs of today's busy professional and information user. The system, which retails for $399.95, includes: an operating system capable of running adapted MS-DOS 2.11 programs, a Lotus 1-2-3® file-compatible spreadsheet, a text editor, an appointment calendar with reminder alarms, an address book program with phone dialing and a calculator.

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Atari Computer designers developed the Portfolio in response to the real and "wish list" needs of today's PC users. Their assignment was to develop a system that would be as convenient, compatible and compact as it is powerful.

The 4.92-MHz system uses an operating system very similar to MS-DOS 2.11 and has 128K of RAM (expandable to 640K with optional peripherals). Credit card-sized, solid-state memory cards are used in place of floppy disks. The Portfolio features a 63-key IBM PC® software-compatible keyboard and an LCD display with 40-column by 8-line text mode and 240 x 64 pixel graphics mode. Three standard "AA" batteries will power the system for an average of six to eight weeks of typical use.

Indispensable Business Tool

The Portfolio offers true processing portability. Business and sales people find it an indispensable tool for conducting "on-the-spot" price quotations, note-taking and order recording.

Companies that couldn't justify the expense of arming every person on their sales force (or an entire department) with a $2,000.00 laptop computer plus software, are providing everyone on their staff with this low-cost, full-featured system.

In fact, Atari Computer is already conducting product evaluation programs with more than 100 Fortune 500 companies who are considering mass orders. And, they are aggressively pursuing additional corporate and government accounts.

One large finance company is evaluating the Portfolio before purchasing 2,000 systems for their sales staff. Using the palmtop computer, their

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executives can produce memos, letters, reports, spreadsheets and other data at home or from any location, without the inconvenience of lugging a 10-pound (or larger) laptop system around. And, unlike most laptops, airlines don't classify the Portfolio as a piece of carry-on luggage. It is as convenient to carry as a calculator or appointment calendar, but it's also a personal computer.

Using Portfolio's built-in Lotus 1-2-3 file-compatible spreadsheet, accountants, financial officers--or any business person whose work involves financial analysis or inventory control--can carry out "what-if" scenarios during staff meetings, strategy sessions or negotiations.

Time Management

Today's on-the-go business people are also benefitting from the Portfolio's personal and time management capabilities.

Many business people carry the "essentials"--a note pad, pocket calculator, appointment book and address book--with them everywhere. A few companies have offered handheld products that provide partial replacements for this entourage of products. But the Portfolio is the first system to offer text editing, spreadsheet functions and the ability to run adapted MS-DOS programs, as well a calculator, diary and phone directory ... all in a single, handheld unit.

The diary's programmable alarms remind the user of important appointments; and virtually an unlimited number of names, addresses and phone numbers can be stored using the system's Address Book program. Stored names are

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arranged alphabetically. However, users can retrieve names by scrolling or searching for a key word or phrase. A corporate buyer can easily use the Portfolio to retrieve a list of suppliers by a particular product or service category by simply including a key word in each entry.

Anyone who has ever used a credit card to make a telephone call will appreciate the automatic dial function of the Portfolio's address book. Users can input their credit card calling number into the system, as well as the number for each person listed. The Portfolio automatically sounds the appropriate dial tones into the receiver--ensuring that access code and numbers are not misdialed.

The Portfolio can even be carried in place of files or papers, because a single 128K memory card can hold up to 64 pages of standard text.

Attorneys, business consultants and other people who keep track of their time and bills by the hour are finding the Portfolio an invaluable tool for recording time. Users are even setting up spreadsheet files to keep track of their mileage and other business expenses.

Data Collection

The compact size of the Portfolio offers obvious advantages over laptop --and even notebook-sized computers--in a range of applications, including on site data collection and data logging. Several large engineering firms have their scientists and researchers using the Portfolio to take notes in the lab and at field sites. Then, using an optional interface, they upload the files to their MS-DOS desktop system or print directly from the Portfolio.

Warehouse employees use the Portfolio to take inventories or make detailed notes about the condition of finished or received goods. Factory managers are making notes on the floor and then having them entered into the company electronic mail system. Building inspectors are able to make notes and have the data quickly uploaded to government computers for a faster turnaround time on permits.

Reporters, writers, insurance adjusters and law officials who handle on-the-scene reports have been able to abandon their traditional note pads with this compact system. Several police departments are providing officers with Portfolios and optional serial ports to use with a radio modem to check on outstanding tickets, license numbers and other routine information.

Calculations

Engineers and students are substituting the Portfolio's spreadsheet for a scientific calculator. Engineers can collect and calculate engineering information in the field in machine-readable form with the Portfolio and then transfer data into files on larger systems.

Students are able to use the calculator and spreadsheet functions in mathematics, statistics, computer science, marketing, chemistry and other classes. And today's sophisticated consumers can use the system to track household expenses and perform other budgeting functions with the system. At $399.95 (including software), this is a computer that's within everyone's reach.

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Academic Applications

Students will continue to be a large market for the Portfolio handheld system. The system provides them with all of the basic personal computer functions and software they require. And, with the optional Parallel Interface, the Portfolio can be connected to nearly any printer. Students can input, edit, format and print class notes or papers with the system.

Because the portable handheld computer is small enough to slip into a purse or backpack, students are able to use the Portfolio to work on assignments between classes and to take research notes. When extensive editing or formatting is required, students can use the optional Parallel Interface and the built-in "file transfer" software to upload files to any IBM PC-compatible computer.

On the other end of the educational market, teachers who take papers and tests home to grade are using the Portfolio to keep track of student scores, calculate grading curves and even develop lesson plans on the handheld unit.

Options Expand Applications

A range of optional peripherals, which expand the applications of the Portfolio even further, are available for the system. Serial and Parallel Interfaces are now shipping which enable users to connect the Portfolio to a variety of standard peripherals, including printers and modems. The Parallel Interface also enables users to upload/download files from an IBM or compatible PC.

The Memory Expander Plus peripheral, which will be available early next year, can be used to increase the Portfolio's memory up to 640K and to add a

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second slot for Memory Cards--an important feature when performing memory hungry spreadsheet applications.

An optional card drive, which will be available by the end of the year, can be installed in any IBM PC-compatible computer and allows users to read and write the Portfolio RAM cards using MS-DOS commands. It is an alternative means of exchanging files with the personal computer than the Parallel Interface and it can be used to duplicate memory cards for "fleets" of Portfolios. For example, a sales manager with 100 sales people on the road can update and copy pricing data using the card drive on the personal computer and then send one to each salesperson.

Software Development

While the software included with the Portfolio provides users with the basic personal computer processing functions, a full line of applications software, which will be offered on ROM cards, is under development.

Third-party developers and Atari Computer will introduce a number of high-visibility, easy-to-use, competitively-priced horizontal and vertical market software packages for the system.

By the end of the year, Atari Computer expects to announce a complete communications package, a DOS utilities package and a comprehensive integrated software package on ROM cards.

Atari Computer is continually looking at ways to make the Portfolio more powerful and easier to use. In fact, additional Portfolio peripherals, including modems and printers that match the palmtop in terms of price, size and weight will also be introduced early next year.

Market Outlook

According to IDC, in the last two years, the laptop market has tripled in size. It has grown into a $1.2-billion industry that is expected to increase to nearly $6 billion by 1992. And, while laptops accounted for 7 percent of the total PC market in 1988, they are expected to increase to 16 percent of industry sales in three years.

Atari Computer has created a new class of portable systems with their palmtop. The Portfolio breaks new ground in terms size, weight, cost and battery life.

Unlike laptop computers, which users have been reluctant to lug around, the Atari Computer Portfolio system will become as much a part of the user as his or her wallet. This convenience, coupled with the system's outstanding performance and price, will make it the standard-setting, handheld system of the decade.

Portfolio is available at local Atari Computer Authorized Dealers.

For more information on the Portfolio and its applications, contact Mike Morand, president, Atari Computer, 1196 Borregas Ave., Sunnyvale, California 94088; (408) 745-2000.

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